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UNCLAS SECTION 01 OF 02 SAO PAULO 000394

SIPDIS

STATE FOR IIP/S-WHA (CBARONE); WHA/PDA (JRUSO)

E.O. 12958: N/A

TAGS: [OIIP](#) [KPAO](#) [HO](#)

SUBJECT: REQUEST FOR DVC WITH REPUBLICAN AND DEMOCRATIC PARTY MEDIA REPRESENTATIVES - ELECTIONS 2008

11. PROGRAM DESCRIPTION: PAS Sao Paulo requests a one-hour Digital Video Conference (DVC) with the Democratic and Republican Party media representatives in relation to the 2008 Presidential Elections with a specific focus on electoral coverage of the internet and internet-based social networks, strategies of each candidate in using the internet, online coverage made in the U.S. and new information resources for voters, case examples from the last election and what has changed in relation to previous election campaigns.

12. TIME FRAME: One-hour and a half program on September 10, 2008, at 9:30 a.m. EST.

13. PURPOSE OF THE PROGRAM: Post would like to share the expertise of U.S. election media representatives with Brazilian journalists, journalism students, managers of communication institutions, advertising professionals and opinion makers in the Sao Paulo media market to help raise awareness and educate audiences on the important role media representatives play during U.S. presidential election campaigns.

MSP goals addressed are Enhancing Mutual Understanding through civic awareness and participation on this important issue.

14. AUDIENCE: The audience will consist of 400 representatives from the Sao Paulo press corps attending the event plus approximately 1 million internet users participating via web throughout all of Latin America.

15. PROPOSED TOPICS: The speakers should be able to discuss specifics of the U.S. election system for election coverage on the web for the 2008 presidential elections. The speakers should have current and inside information on the current status of the front running candidates, history of past presidential elections and an expert knowledge of journalism on the web, production of content generated by users, technologies and tools that contribute for online journalism.

16. TYPE OF SPEAKER REQUIRED: Post requests media representatives from Democrat and Republican Parties

17. LANGUAGE REQUIREMENT: Simultaneous translation into Portuguese will be provided.

18. NAMES AND CONTACT INFORMATION FOR MISSION PROGRAM OFFICER AND RESPONSIBLE FSN:

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¶9. FUNDING SOURCE: Post will provide fiscal data to cover expenses.

¶10. SPECIAL CONSIDERATIONS: The MediaOn event is an annual international seminar on online journalism and journalist from all over Brazil, Latin America and Africa will be in attendance. The main topics for this edition will be: electoral coverage on the web (exploring the fact that this year is also a municipal election year in Brazil) and social networking sites. The event is organized by Terra Networks Group and Instituto Cultural Itau, with whom the U.S. Mission in Sao Paulo has an excellent working relationship, and is supported by CNN and BBC Brazil.

It is evident that changes in communication technology may play an important role in influencing electoral behavior. The Internet may enhance voter information about candidates and elections, and in turn stimulate increased participation. The Internet has become a potent political tool in terms of campaigning, fundraising, and civic engagement. Brazilian audiences often look to U.S. internet sources for models of efficient use of the internet- election politics is no exception. Not surprisingly, Brazilian media sources have noted that 33 percent of younger U.S. voters have gotten political news and information from social networking sites. Especially for presumptive Democratic nominee Barack Obama, the net has been a boon to fundraising. More than \$100 million, or 40 percent of his money, has come from online contributions. Seminar attendees have a high interest in learning more about this internet

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phenomenon and also how campaigns use social networking sites to attract traditionally hard-to-target teens and young adults to sites such as MySpace, Hi-5, Bebo and Facebook.

Story